



MARKET DEVELOPMENT

Dealer Communication No: 82-22

May 10, 1982

PROMOTIONAL LITERATURE DEVELOPMENTS

NEW ITEMS

Enclosed are two copies of the new 5-ply Literature Request Order Form and a master list of available literature which will be updated as necessary. Please follow the instructions on the form when ordering, to avoid unnecessary delay. A blank order form will be enclosed with each completed order.

Available in June -- Commodore's new home computing magazine POWER/PLAY will cater to the needs of the rapidly expanding home computer market. POWER/PLAY will emphasize home applications, programming tips, learning at home, telecommunications, user groups, and new products.

Published quarterly, it will be available to dealers at a cost of \$1.25/issue, \$5.00/year (Retail price \$2.50/issue, \$10.00/year). Use the attached order form for advance orders.

Available immediately -- An expanded version of the CBM Retail Price List has been printed. The new list includes software, peripherals and suggested systems. The prices on the previous list (dated September 1, 1981) are still valid. A CBM Dealer Price List is also available at a cost of \$.03/each. A sample of each is enclosed. (An updated VIC Retail Price List will also be available within a few weeks.)

An Indoor Illuminated Sign will be available this summer. The 18" x 16 1/2" promotional display features the Commodore logo, a chrome frame, styrene back, clear snap on face, chain for hanging, and fluorescent illumination. Advance orders are being accepted on the attached order form at a cost of \$42.85. This item will replace the light box display listed on the order form. If you have already ordered a light box (at \$80) and would like the new display, please re-place your order.

New mailers on the SuperPet and Word Processing systems will soon be available. Due to the discontinuation of the "Three for Two" offer, the Education mailer is no longer available.

The current CBM and VIC Reel to Reel radio commercials are marked "Do not use on the air after APRIL 15, 1982." Arrangements have been made for the continued use of these tapes on the air.

PLEASE NOTE:

We are in the process of updating the current dealer list. Please check your listing in the enclosed dealer list, and use the attached form to report any mistakes.

ADVANCE ORDERS/DEALER LIST CORRECTIONS

Return this form to: Commodore Business Machines
487 Devon Park Drive
Wayne, PA 19087
Attn: Susan Lloyd

My _____ Name, _____ Address, _____ Phone Number
is _____ listed incorrectly/ _____ is not listed on the current dealer list.

Please type or clearly print correct information below:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Area Code: _____ Phone: _____

POWER  PLAY

_____ Please send me _____ copies of each issue of Power/Play Magazine

\$1.25 each — published quarterly

INDOOR ILLUMINATED SIGN

_____ Please send me _____ Indoor Illuminated signs @ \$42.85 each

_____ Charge to co-op _____ Bill me

Dealer Signature _____

COMMODORE LITERATURE

GENERAL COMMODORE LITERATURE

- LC00002 CORPORATE IDENTITY BROCHURE 12 page \$.35/ea
 Colorful overview of Commodore International. Describes the history of Commodore, and discusses the many Commodore divisions.
- LC00003 HARDWARE BROCHURE - Commodore Personal Computers 8 page \$.28
 The complete selling piece. Details each piece of Commodore Hardware. Gives computer system and disk unit specifications.
- LC00004 EDUCATION BROCHURE - The Educational Experience 8 page \$.28
 Geared to the educational market. Describes benefits of buying Commodore systems; service, features, User clubs, software etc. Gives specifications of Commodore personal computers and peripherals.
- LC00005 SOFTWARE BROCHURE - Shopping For Software? 8 page \$.28
 Details the most popular Commodore software programs. Includes wordprocessing, financial and information management systems, industry specific systems and computer development systems.
- LC00006 HOW TO BUY THE RIGHT COMPUTER #10 \$.07
 An excellent overall sales brochure. Describes features to look for when purchasing a computer. Talks about Commodore as an industry leader with full service and support. Details major software programs and gives product specifications.

VIC LITERATURE

- L06VIC20 VIC 4 COLOR BROCHURE - VIC 20 The Friendly Computer 8 page \$.22
 A colorful look at the color computer. Tells what the VIC can do for the end user. Describes VIC 20 keyboard, commands and editing keys. Lists peripherals, and gives VIC 20 specifications.
- LA00029 VIC THE WONDER COMPUTER OF THE 80'S #10 \$.10
 Geared for the home owner. Details peripherals-includes photos. Shows screens of 22 software programs. Gives VIC specifications and compares with Atari VCS and Mattel Intellivision. Small accordian fold.

PRICE LISTS

- L02RP CBM RETAIL PRICE LIST 4 page \$.03
 L02DP CBM DEALER PRICE LIST 4 page \$.03
 All CBM and the major VIC 20 hardware products.
- L03VIC20 VIC RETAIL PRICE LIST 4 page \$.03
 L04VIC20 VIC DEALER PRICE LIST 4 page \$.03
 Details all VIC items, peripherals and software.

VIC PROMOTIONAL ITEMS

LP00001 VIC POSTER 20"x30" \$ 1.17
 Colorful rainbow surrounds the VIC.

LP00003 VIC BUTTON 2 1/2" \$.39
 VIC with rainbow on white background.

LA00028 VIC AD KIT 10-15 pcs \$ 4.00
 All the materials needed to begin a Commodore/dealer VIC co-op advertising campaign. Dealer will be supplied with the most recent ad mats, logo sheets, Commodore national media schedules and co-op reimbursement forms.

CBM PROMOTIONAL ITEMS

LA00030 MAILER - SUPERPET 4 page \$.12
 "The Super PET offers an inexpensive alternative to the high cost of mainframe expansion." Copy outlines educational advantages and low cost. Contains perforated return coupon.

LA00031 MAILER - LEGAL TIME ACCOUNTING 1 page \$.07
 "Legal Time Accounting plus word processing for under \$6,500. From Commodore." Lots of copy describing the uses of LTA. Contains perforated return coupon.

LA00032 MAILER - MEDICAL ACCOUNTING SYSTEM 1 page \$.07
 "Medical accounting plus word processing for under \$6,500. From Commodore." Copy describes uses of MAS to the medical field. Contains perforated return coupon.

LA00033 MAILER - WORD PROCESSING 1 page \$.07
 "Word Processing plus computing from \$3,400." Copy explains efficiency and versatility of desktop computer and word processing program. Contains perforated return coupon.

LA00008 CBM AD KIT 10-15 pcs \$ 4.00
 All the materials needed to begin a Commodore/dealer co-op advertising campaign. Covers PET/CBM products. Includes ad mats, logo sheets, media schedules for Commodore's national campaign, and co-op reimbursement forms.

LA00009 LIFE SIZE SHATNER CBM DISPLAY 5 Ft. \$15.00
 Heavy cardboard replica of William Shatner holding the CBM 8032. Coat pocket holds #10 size brochures. Simply fold the back and he stands on his own.

TV / RADIO / DEMO TAPESRADIO

LA00018 VIC REEL-TO-REEL RADIO COMMERCIAL 60 sec \$ 2.00
 Air quality. - COKC 9007 "VIC Co-op" 50 second plus dealer tag. "Why buy
 Just a video game."

LA00019 CBM REEL-TO-REEL RADIO COMMERCIAL 60 sec \$ 2.00
 Air quality - COKC 9005 CBM Co-op 50 sec. plus dealer tag; "Costs Less &
 Does More." COKC 9013 CBM Word Processor - Co-op-50 sec. plus dealer tag;
 "Wordprocessing is affordable."

LA00020 VIC CASSETTE RADIO COMMERCIAL 30/60 sec \$ 3.00
 For dealer listening use only. COKC 9011 VIC Intro - 30 sec.;
 COKC 9007 VIC Co-op - 50 sec. plus dealer tag. "Why buy just a video
 game."

LA00021 CBM CASSETTE RADIO COMMERCIAL 30/60 sec \$ 3.00
 For dealer listening use only. COKC 9010 CBM Intro - 30 sec.,
 COKC 9005 CBM Co-op - 50 sec. plus dealer tag; "Costs less, does more."
 COKC 9013 CBM Word Processor Co-op-50 sec. "Word processing is
 affordable."

DEMO TAPES

LA00023 VIC VHS IN-STORE DEMO TAPE 60 min. \$25.88
 6 1/2 min. VIC demo repeats 9 times for a total of 60 minutes. Film
 displays William Shatner promoting the VIC 20.

VT101 VIC CASSETTE DEMO TAPE I \$ 1.33
 Plays on VIC via the CBM Datasette. Loads choice of 5 continuous demo
 programs. "General Demo; Graphics & Sound; Business Demo; Flag Demo;
 Rocket Command (playable game)."

TELEVISION

LA00024 VIC TV COMMERCIAL - Air Quality 30 sec \$16.99
 COKC 3113 VIC Roman II, with dealer tag. Shatner discusses advantages of
 the VIC 20 as a full computer, not just a video game.

MISCELLANEOUS

- L01ADL COMMODORE AUTHORIZED DEALERS LIST #10 \$.11
 Current listing of all Commodore dealers in the US. Continually updated.
- PR10002 PLASTIC SHOW BAGS 11"x15" \$6.85/100
 Commodore Logo and name in blue on white bag. Excellent give away for trade shows, grand openings.
- LM00006 INDOOR ILLUMINATED SIGN 18"x16 1/2" \$42.85
 The Commodore name and logo on a bright flourescent illuminated sign. Includes a chrome frame, styrene back, clear snap on face and a chain for hanging.
- LM00002 REQUEST FOR CO-OP REIMBURSEMENT FORMS -(RFCR) No Charge
 Necessary for dealer to receive credit from his co-op advertising fund.
- LM00004 REQUEST FOR ALTERNATE MEDIA FORMS -(RFAM) No Charge
 Dealer must use RFAM when he wishes to utilize a medium that is not covered under Commodore's Co-op Advertising Policy. Dealer is to submit a RFAM to his Commodore Regional GM for approval.

PUBLICATIONS

- LM00001 COMMODORE THE MICROCOMPUTER MAGAZINE 6 issues \$1.25/issue
 A user magazine devoted to all aspects of Commodore computers including business and education. (\$15.00/year retail)
- LM00005 POWER/PLAY 4 issues \$1.25/issue
 FUN, GAMES & BEYOND WITH THE COMMODORE HOME COMPUTERS... a user magazine devoted primarily to personal fun entertainment and learning with Commodore Computers. (\$10.00/year retail)
- 21944 CBM SOFTWARE ENCYCLOPEDIA - VOL. 2 \$ 6.00
 A catalog of over 1000 software programs, books, and interfaces from Commodore and third parties. (\$9.95 retail)

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